

11

CITY OF EL PASO, TEXAS
AGENDA ITEM DEPARTMENT HEAD'S SUMMARY FORM
CITY CLERK DEPT.

DEPARTMENT: Economic Development

AGENDA DATE: September 13, 2005

05 SEP -8 AM 11:20

CONTACT PERSON/PHONE: David G. Dobson

DISTRICT(S) AFFECTED: All

SUBJECT:

APPROVE a resolution / ordinance / lease to do what? **OR AUTHORIZE** the City Manager to do what? Be descriptive of what we want Council to approve. Include \$ amount if applicable.

Approve a Resolution authorizing the City Manager to execute an Amendment To Agreement by and between the City of El Paso and the PDNG Foundation for development of a Master Plan for Downtown El Paso.

BACKGROUND / DISCUSSION:

Discussion of the what, why, where, when, and how to enable Council to have reasonably complete description of the contemplated action. This should include attachment of bid tabulation, or ordinance or resolution if appropriate. What are the benefits to the City of this action? What are the citizen concerns?

The Trustees of the PDNC Foundation have requested an extension of the Agreement Duration through March 31, 2006. A copy of the requesting letter is attached for review. Members of PDNG Foundation will be present to discuss the current status of the planning process and the need for the extension of the Agreement Duration.

PRIOR COUNCIL ACTION:

Has the Council previously considered this item or a closely related one?

The original Agreement was authorized by a Resolution dated February 15, 2005 and contained a Duration which was to end on September 30, 2005.

AMOUNT AND SOURCE OF FUNDING:

How will this item be funded? Has the item been budgeted? If so, identify funding source by account numbers and description of account. Does it require a budget transfer?

No charge in the amount of the City's financial obligation is required.

BOARD / COMMISSION ACTION:

Enter appropriate comments or N/A

N/A

*****REQUIRED AUTHORIZATION*****

LEGAL: (if required)  **FINANCE:** (if required) _____

DEPARTMENT HEAD:  _____

(Example: if RCA is initiated by Purchasing, client department should sign also)
Information copy to appropriate Deputy City Manager

APPROVED FOR AGENDA:

CITY MANAGER: _____

DATE: _____

RESOLUTION

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF EL PASO:

THAT the City Manager be authorized to sign an Amendment to the February 15, 2005, Agreement between the City and PDNG Foundation providing for extension of the term of the Agreement until March 31, 2006, and revising the notice address and Scope of Services for development by Paso del Norte Group of a Downtown Master Plan.

ADOPTED this 13th day of September, 2005.


CITY OF EL PASO

John F. Cook
Mayor

ATTEST:

Richarda Duffy Momsen
City Clerk

APPROVED AS TO FORM:



John F. Nance
Assistant City Attorney

CITY OF EL PASO)
STATE OF TEXAS)
AMENDMENT TO AGREEMENT

THIS AMENDMENT TO AGREEMENT is made this 13th day of September, 2005, by and between the City of El Paso, Texas, a municipal corporation organized and existing under the laws of the State of Texas, hereinafter referred to as "City", and **PDNG FOUNDATION**, a non-profit corporation organized under the laws of the State of Texas and pursuant to the provisions of Section 501(c)(3) of the Internal Revenue Code, hereinafter referred to as "Contractor."

WITNESSETH

WHEREAS, effective February 15, 2005, the City and Contractor entered into an Agreement (the "Agreement") providing for development of a Master Plan for the Downtown area of El Paso; and

WHEREAS, the City and Contractor desire to amend the Agreement to extend the term thereof, to revise the notice address for the City, and to revise the Scope of Services under the Agreement;

NOW, THEREFORE, the City and Contractor, for the consideration set forth, do agree as follows:

The Agreement dated as of February 15, 2005, between the City and Contractor is hereby amended in the following respects:

1. Section 2, Duration, of the Agreement is hereby deleted and the following is substituted therefor:

2. DURATION

The term of this Agreement shall begin February 15, 2005, and end on March 31, 2006.

2. Section 8, Notices, of the Agreement is hereby amended by the substitution of the following notice address for the City:

CITY: Joyce A. Wilson, City Manager
City of El Paso
#2 Civic Center Plaza
El Paso, Texas 79901-1196

3. Paragraphs A.3. and 4. of the Scope of Services appearing as Exhibit A" of the Agreement shall be deleted in their entirety, and the following shall be substituted therefor:

3. Analysis and identification of economic drivers for El Paso Downtown, including, but not limited to, retail and the projects approved by the participating taxing entities in TIF District No. 1 at the time of its dissolution, to determine their real potential and viability as "economic catalysts" for change and reinvestment.

4. Recommendations for land use options for defined Downtown area and adjacent areas, including (a) potential reuse of existing buildings; (b) new development and soft sites; (c) a plan that will include retail, culture and arts areas, and housing and entertainment venues.

4. The remaining provisions of the Agreement shall continue in full force and effect.

WITNESS the following signatures and seal this 13th day of September, 2005.

THE CITY OF EL PASO

Joyce A. Wilson
City Manager


CONTRACTOR
PDNG FOUNDATION:

Signature: _____

Print Name: _____

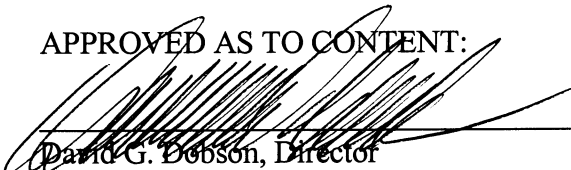
Title: _____

APPROVED AS TO FORM:



John F. Nance
Assistant City Attorney

APPROVED AS TO CONTENT:



David G. Dobson, Director
Economic Development Department

CITY OF EL PASO

)

AMENDMENT TO AGREEMENT

STATE OF TEXAS

)

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THE CITY OF EL PASO

Joyce A. Wilson
City Manager

CONTRACTOR
PDNG FOUNDATION:

Signature: _____

Print Name: _____

Title: _____

APPROVED AS TO FORM:

John F. Nance
Assistant City Attorney

APPROVED AS TO CONTENT:

David G. Dobson, Director
Economic Development Department

T H E
PASO del NORTE
G R O U P

August 10, 2005

Joyce Wilson
City Manager
City of El Paso
2 Civic Center Plaza
El Paso, Texas 79901

Dear Ms. Wilson:

This letter is on behalf of the Trustee's of the PDNG Foundation and is to request an extension of the contract between the City of El Paso and the Foundation. We would like the extension to be for six months...moving the final performance date from September 30, 2005 to March 30, 2006.

I am attaching previous reports we have sent to the City which outlines the work accomplished by the Master Planners: SMWM.

The overriding objective of the PDNG Foundation is to work in partnership with the City to develop a plan that will be implemented and that will bring substantial economic development to the City. We are attempting to keep the Mayor and City Council informed during each phase of the work, but because of time constraints of the Council members, this has taken much longer than anticipated.

In addition to work done by SMWM, I would like to advise you about the work of the PDNG Committee during these past several months. These leaders have spent hundreds of hours with this initiative in the following activities:

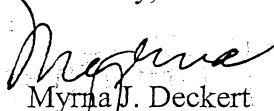
- The Committee requested that SMWM research 'economic drivers' that have been influential in driving redevelopment of downtown urban areas throughout the USA and in cities world wide. SMWM brought results from more than 35 communities which were reviewed by the Committee. Consensus of the Committee was that about 20 of these drivers should be further researched.
- Members of the Committee met individually with each City Council representative and the Mayor (previous administration) to discuss plan and solicit support.
- During the first week of his administration, members of the PDNG Foundation met with Mayor Cook and, at his recommendation, have met in the last month with the City Manager and six of the eight representatives.

- SMWM conducted further research of the 20 communities/projects which were identified- such information as tax base prior to redevelopment of specific projects and tax base following redevelopment, time required from planning and conception to build out, public/private investments, population and income base, increase in housing demand, increase in retail sales, increase in tourism, increase in overall quality of life in the area, etc.
- The Committee reviewed the SMWM work several times and selected the drivers that it felt could be economically viable in El Paso.
- Working with SMWM, the Committee contracted with one of the foremost Retail Real Estate Consultants in the United States to evaluate the economic viability of each of the drivers and assist in ascertaining space requirements germane to retail real estate.
- Based on the above information, members of the Committee and the consultants have driven and walked the area from Union Depot to Texas Tech and from I10 to the border to ascertain developable space. Phase I of the redevelopment will be in the area from Union Plaza to Cotton Street and from the Border to I10. It has been preliminarily determined that there is sufficient space that can be developed to truly transform downtown El Paso.
- SMWM has been given directions (as of August 3) to develop several scenarios of a land use plan which we expect to review within the next 30-45 days.
- Upon agreement of the Land Use Plan, a presentation will be put together which will depict a newly redeveloped Downtown El Paso. This presentation will be shown publicly in a City Council meeting and other groups throughout the community.
- Implementation will begin immediately after final approval by the City Council.

We are convinced that this plan will not only change downtown, but will change the image of the Region. It is envisioned now that the plan will include: Retail, Culture and Arts areas, Housing and Entertainment venues. We are happy to report this information in person to you and/or the full Council.

Thank you for your support. Please let me know if you have any questions.

Sincerely,


Myrna J. Deckert
Chief Operating Officer

T H E
PASO del NORTE
G R O U P

July 22, 2005

Joyce A. Wilson, City Manager
City of El Paso
#2 Civic Center Plaza
El Paso, Texas 79901-1196

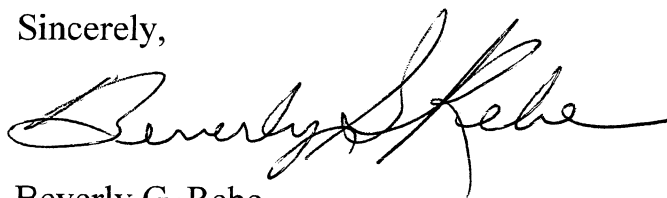
Dear Ms. Wilson:

Thank you for the second installment toward the Downtown Master Plan.

Enclosed is a copy of the Economic Development Administration Grant
Quarterly Report.

If you need more information or I can be of further assistance, please let me
know.

Sincerely,



Beverly G. Rebe
Grant Manager

Enclosure

QUARTERLY NARRATIVE REPORT 6/30/05
ECONOMIC DEVELOPMENT ADMINISTRATION
FINANCIAL ASSISTANCE AWARD NO. 08-87-03959

The following has been accomplished during the period April 1 – June 30, 2005:

Gather Data, Conduct Site Analysis, and Assess Market Condition

SMWM (master planning firm) initiated its work for the Paso del Norte Foundation with a data gathering and analysis effort and an extensive research effort to provide substantive models for action in El Paso—a presentation, analysis and evaluation of Drivers for Change. This research, across the United States, has been used to establish a programmatic, physical and strategic framework on which to build a land use plan.

1. Assessment of Current and Future Use of Building and Land.

SMWM has completed an extensive physical and visual site survey and mapping of the study area. This Site Assessment was prepared based on extensive field observations, review of city documents, and discussions with PDN. The Site Assessment included the mapping of different components (i.e. existing land uses, traffic patterns, underutilized buildings, historically significant buildings, etc.). In addition to this mapping work, SMWM reviewed documents transmitted by PDN in the following areas: Data Resources, Plans, Laws, and Other City Documents, Materials regarding Specific Projects (EP and elsewhere; proposed and built) and Developers, Promotional Materials/Brochures, Articles & Background Information, and Maps. More detail provided upon request.

2. Mapping of Opportunity Sites

Based on the site survey, SMWM has completed the mapping of potential opportunity sites in the study area and submitted for client review in May.

3. Working with client team and the market consultant, SMWM has worked to identify the type, size and programs for the Fourth List of Drivers that will be tested in the initial Land Use Scenarios.

Evaluate Economic Opportunities and Constraints to Redevelopment

In order to identify the best and most viable options for development, SMWM has conducted extensive research into Drivers for Change. This work began in collaboration with PDN to identify and select several types or categories of strategies for growth, along with some more-specific sub-types.

1. Drawing on the firm's library of downtown revitalization projects as well as additional research and interviews, SMWM developed a comprehensive summary of a wide range of projects within the aforementioned categories (downtown retail, lifestyle center, outlet malls, etc.,) for PDN review and comment. Twenty-seven plus case examples have been examined. This research has included the collection of images, interviews and extensive research on projects, communities, economic impacts and timelines.

During April, SMWM presented this drivers research to two PDN meetings. More details provided upon request.

2. SMWM reviewed downtown revitalization efforts in fourteen major cities to determine additional potential Drivers for El Paso.

For each driver, SMWM compiled materials that documented the key programmatic components of that project, its physical context, the demographics of the surrounding area, the timeline and status (i.e., if/when built, how long it took to complete, a bit of history of the site; if development still underway, projected date of completion, etc.), development team, public sector implementation actions, keys to success, and the project impacts—how well they worked to catalyze development and in what ways. More details provided upon request.

Based on SMWM research and review by PDN, the most pertinent projects were selected for a series of Drivers for Change presentations. Further review and discussion led to the final Drivers for Change presentation which was submitted in June, 2005.



www.smwm.com

415 546 0400 T
415 882 7098 F

23 March 2005

Myrna J. Deckert
Chief Operating Officer
The Paso del Norte Group
201 E. Main Street, suite 1700
El Paso, TX 79901

Re: Progress Report – First Invoice, El Paso Downtown Strategy

Dear Myrna,

I am sending this progress report to accompany our first invoice for planning and urban design services in support of the PDN downtown strategy. Work completed through February 2005 has included the following:

Phase I

1. Data Gathering, Site Analysis and evaluation of Existing Conditions

SMWM has begun this effort working closely with the PDN team. Materials have been collected, catalogued and reviewed in the following areas:

Historic Setting

Traffic and Parking

Culture and Arts

Existing uses and ownership patterns

Zoning and regulation

Base information for mapping and aerial photography

2. Assessment of Current and Future Use of Building and Land

Initial efforts have included assembly of data and initial walk-throughs and drive-throughs of the study area

Phase 2

1. Evaluation of Opportunities and Constraints for Redevelopment

This work was initiated in parallel with Phase I. Efforts have focused on identification of Drivers for Change with application to El Paso and the opportunities and constraints that might be experienced in the pursuit of such drivers. Among the case examples examined have been retail (lifestyle, big box, outlet, historic rehab), arenas, hotels, entertainment, culture and arts, public gathering places and facilities, mixed use development and so forth. This research has included the collection of images, interviews and extensive research on projects, communities, economic impacts and timelines.

The next month's work will continue the efforts of both Phase I and Phase 2 with a particular focus on narrowing down the list and expanding the data on Drivers for Change.

Yours,

Karen B. Alschuler, FAICP
Principal, SMWM

QUARTERLY NARRATIVE REPORT
ECONOMIC DEVELOPMENT ADMINISTRATION
FINANCIAL ASSISTANCE AWARD NO. 08-87-03959

The PDNG and El Paso 2010 Foundations have accomplished the following during the period, December 25, 2004, through March 31, 2005, in reference to the above Award:

El Paso 2010 Foundation contracted with the master planning company, SMWM. SMWM has reported the following activity:

Months 1-4: Gather Data, Conduct Site Analysis, and Assess Market Conditions

1. Data Gathering, Site Analysis and Evaluation of Existing Conditions:

SMWM has begun this effort working closely with the PDN team. Materials have been collected, catalogued and reviewed in the following areas:

- Historic Setting
- Traffic and Parking
- Culture and Arts
- Existing uses and ownership patterns
- Zoning and regulation
- Base information for mapping and aerial photography

2. Assessment of Current and Future Use of Building and Land:

Initial efforts have included assembly of data and initial walk-throughs and drive-throughs of the study area.

Months 5-8: Evaluate Economic Opportunities and Constraints to Redevelopment

1. Evaluation of Opportunities and Constraints for Redevelopment:

This work was initiated in parallel with Phase I. Efforts have focused on identification of Drivers for Change with application to El Paso and the opportunities and constraints that might be experienced in the pursuit of such drivers. Among the case examples examined have been retail (lifestyle, big box, outlet, historic rehab), arenas, hotels, entertainment, culture and arts, public gathering places and facilities, mixed use development and so forth. This research has included the collection of images, interviews and extensive research on projects, communities, economic impacts and timelines.

Work will continue on both Phase I and Phase II with a particular focus on narrowing down the list and expanding the data on Drivers for Change.

JOHN COOK
MAYOR

JOYCE WILSON
CITY MANAGER



CITY COUNCIL
ANN MORGAN LILLY, DISTRICT 1
SUSANNAH M. BYRD, DISTRICT 2
J. ALEXANDRO LOZANO, DISTRICT 3
MELINA CASTRO, DISTRICT 4
PRESI ORTEGA, JR., DISTRICT 5
EDDIE HOLGUIN JR., DISTRICT 6
STEVE ORTEGA, DISTRICT 7
BETO O'ROURKE, DISTRICT 8

OFFICE OF THE CITY MANAGER

TO: Mayor and City Council

FROM: Joyce Wilson, City Manager *ju*

SUBJ: Status Report on Paso Del Norte Downtown Study

DATE: July 27, 2005

Enclosed is the most recent update. I've asked that this group provide a public briefing on the status of their activities, as there has been some interest/concern about the lack of public feedback on this process. I'm aware that briefings have been scheduled with you individually, but there may also be a request to extend the deadline for 90-180 days. I'm concerned that such a request also include a fairly public status report so there aren't speculations about the process, use of city monies, etc. This is an FYI only.

Encl.

Cc: Deputy City Managers w/ attachment

Distributed 7/28/05

QUARTERLY NARRATIVE REPORT 6/30/05
ECONOMIC DEVELOPMENT ADMINISTRATION
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